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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/021,422	12/19/2001	Marcus Delgado	60027.5036US11/BLS00316CI	3282
7590	11/01/2006		EXAMINER	
Jodi L. Hartman Hope Baldauff Hartman, LLC P. O. Box 2825 Atlanta, GA 30301			ABDI, KAMBIZ	
			ART UNIT	PAPER NUMBER
			3621	

DATE MAILED: 11/01/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

S. M.
Notice of Allowability

Application No.	Applicant(s)	
10/021,422	DELGADO ET AL.	
Examiner	Art Unit	
Kambiz Abdi	3621	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. This communication is responsive to May 19, 2006.
2. The allowed claim(s) is/are 1, 6-20, 39-47, and 51-52 (Renumbered as 1-28).
3. Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All
 - b) Some*
 - c) None
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) hereto or 2) to Paper No./Mail Date _____.
 - (b) including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. Notice of References Cited (PTO-892)
2. Notice of Draftperson's Patent Drawing Review (PTO-948)
3. Information Disclosure Statements (PTO-1449 or PTO/SB/08),
 Paper No./Mail Date _____
4. Examiner's Comment Regarding Requirement for Deposit
 of Biological Material
5. Notice of Informal Patent Application (PTO-152)
6. Interview Summary (PTO-413),
 Paper No./Mail Date _____.
7. Examiner's Amendment/Comment
8. Examiner's Statement of Reasons for Allowance
9. Other _____.

KAMBIZ ABDI
PRIMARY EXAMINER

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DETAILED ACTION

1. Text of all the office actions previously forwarded to the applicant as well as all the responses to such office actions has been incorporated by reference.

- Claims 2-5, 21-38, and 48-50 are canceled.
- No new claims have been added.
- Claims 1, 6-13, 16-17, 19 and 39 are amended.
- Claims 1, 6-20, 39-47, and 51-52 are allowed.

Drawings

2. New corrected drawings in compliance with 37 CFR 1.121(d) are required in this application because the drawing sheets related to web page captures are not sufficiently clear. Applicant is advised to employ the services of a competent patent draftsperson outside the Office, as the U.S. Patent and Trademark Office no longer prepares new drawings. The corrected drawings are required in reply to the Office action to avoid abandonment of the application. The requirement for corrected drawings will not be held in abeyance.

Examiner's Amendment

3. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

4. The examiner under agreement by the attorney representing the applicant has amended claims 19 and 51-52.

The claims in the application has been amended as follow:

5. 19. (Currently Amended) The method of claim 2 1, wherein the step of monitoring comprises tracking which controlled sponsor content is accessed by the requestor.

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6. 51. (Original) The method of claim 50 39, wherein the step of determining whether the sample use complies comprises analyzing the sample use with image recognition software.

7. 52. (Original) The method of claim 50 39, wherein the step of determining whether the sample use complies comprises manually inspecting the sample use.

Allowable Subject Matter

8. Claims 1, 6-20, 39-47, and 51-52 are allowed over the prior art of record.

9. The following is an examiner's statement of reason for allowance:

The closest prior art of record is U.S. Patent Application Publication No. 2002/0091767 to Michael J. Munson.

10. Munson teaches methods and apparatus for creating a new marketplace for the sponsorship industry. In one embodiment of the invention, a website allows users to view information concerning a multiple listing of events that may be sponsored. Requests for sponsorship proposals (RFPs) are received from buyers, and displayed to sellers on the website. Sellers may then respond to an RFP by completing a form displayed on the site.

11. In regards to independent claims 1and 39, the closest prior art of record when taken either individually or in combination with other prior arts of record fails to teach or suggest the request for sponsorship of event and what terms condition are dictate in an agreement in order of the use of content such as logo or tag lines that are property of the sponsor and review of sample usage of such content and approval of such content usage by the sponsor in an electronic communication as such described in the steps of;

responsive to the request for sponsorship from the requestor being approved, an sending a request to the requestor to accept an agreement, wherein the agreement is an agreement between the sponsor and the requestor regarding terms and conditions for use of controlled sponsor content that is otherwise not available to the requestor; and

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responsive to receiving acceptance by the requestor of the agreement between the sponsor and the requestor regarding terms and conditions for use of the controlled sponsor content that is otherwise not available to requestor, providing the requestor with access to the controlled sponsor content through the site and transmitting the controlled sponsor content to the requestor;

sending a communication to the requestor asking for a sample use of the controlled sponsor content for monitoring actual use by the requestor of the controlled sponsor content;

receiving the sample use of the controlled sponsor content from the requestor;

determining whether the sample use of the controlled sponsor content complies with the agreement between the sponsor and the requestor regarding the terms and conditions for use of the controlled sponsor content; and

responsive to the sample use of the controlled sponsor content not complying with the agreement between the sponsor and the requestor regarding the terms and conditions for use of the controlled sponsor content, sending a communication to the requestor citing improper use of the controlled sponsor content and terminating access for the requestor to the controlled sponsor content through the site.

12. Dependent claims 6-20, 40-47 and 51-52 are dependent upon independent claims 1 and 39 thus have all the limitations of claims 1 and 39 therefore, allowable for that same reason.

13. Any comments considered necessary by the applicant must be submitted no later than the payment of the issues fee and, to avoid processing delays, should preferably accompany the issue fee. Such submission should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

14. Any inquiry of a general nature or relating to the status of this application or concerning this communication or earlier communications from the examiner should be directed to **Kambiz Abdi** whose telephone number is **(571) 272-6702**. The Examiner can normally be reached on Monday-Friday,

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9:30am-5:00pm. If attempts to reach the examiner by telephone are unsuccessful, the Examiner's supervisor, **James Trammell** can be reached at **(571) 272-6712**.

15. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://portal.uspto.gov/external/portal/pair>.

16. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Any response to this action should be mailed to:

**Commissioner of Patents and Trademarks
Washington, D.C. 20231**

or faxed to:

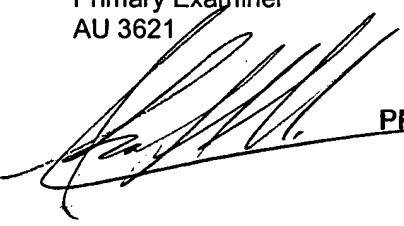
(571) 273-8300 [Official communications; including After Final communications labeled "Box AF"]

(571) 273-6702 [Informal/Draft communications, labeled "PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to the Examiner in the

Knox Building, 50 Dulany St. Alexandria, VA.

Kambiz Abdi
Primary Examiner
AU 3621


**KAMBIZ ABDI
PRIMARY EXAMINER**

October 19, 2006